

CONTRACT



WOIO
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

Contract / Revision 839733 /		Alt Order #
Product OH US SEN JOSH MANDEL OCT 24-OCT 30		
Contract Dates 10/24/12 - 10/30/12		Estimate # 3053
Advertiser Mandel, J/US Senate/R		Original Date / Revision 10/23/12 / 10/23/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling Cash In Advance		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Placement.
 7669 Stagers Loop
 Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/24/12	10/26/12	Action News at 6a	6-7a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$150.00			
N 2	WOIO	10/29/12	10/30/12	Action News at 6a	6-7a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$150.00			
N 3	WOIO	10/24/12	10/25/12	The Early Show	7-9a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WT---				2	\$100.00			
N 4	WOIO	10/27/12	10/27/12	Sat Early Show	9-11a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$125.00			
N 5	WOIO	10/28/12	10/28/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,000.00			
N 6	WOIO	10/28/12	10/28/12	Face the Nation	1030-11a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$3,000.00			
N 7	WOIO	10/24/12	10/26/12	Action News at Noon	12-1230p		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$475.00			
N 8	WOIO	10/29/12	10/30/12	Action News at Noon	12-1230p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$475.00			
N 9	WOIO	10/24/12	10/26/12	Action News at 5p	5-6p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,500.00			
N 10	WOIO	10/29/12	10/30/12	Action News at 5p	5-6p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$1,500.00			
N 11	WOIO	10/24/12	10/26/12	Action News at 6p	6-630p		:30			NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

<u>Contract / Revision</u>	<u>Alt Order #</u>
839733 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	OH US SEN JOSH MAN	3053

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel, J/US Senate/R	10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 --WTF-- 3 \$2,500.00												
N 12	WOIO	10/29/12	10/30/12	Action News at 6p	6-630p		:30			NM	2	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MT----- 2 \$2,500.00												
N 13	WOIO	10/24/12	10/25/12	M-F 7-730p	7-730p		:30			NM	2	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 --WT--- 2 \$4,500.00												
N 14	WOIO	10/29/12	10/30/12	M-F 7-730p	7-730p		:30			NM	2	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MT----- 2 \$4,500.00												
N 15	WOIO	10/26/12	10/26/12	M-F 730-8p	730-8p		:30			NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----F-- 1 \$5,000.00												
N 16	WOIO	10/24/12	10/26/12	Action News at 11p	11-1135p		:30			NM	3	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 --WTF-- 3 \$3,000.00												
N 17	WOIO	10/29/12	10/30/12	Action News at 11p	11-1135p		:30			NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MT----- 2 \$3,000.00												
N 18	WOIO	10/27/12	10/27/12	Lt Sa Action News at 11p	11p-2a		:30			NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S- 1 \$700.00												
N 19	WOIO	10/28/12	10/28/12	Lt Su Action News at 11p	11p-2a		:30			NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$700.00												
N 20	WOIO	10/28/12	10/28/12	Sun Hour 1	7-830p		:30			NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$3,500.00												
N 21	WOIO	10/28/12	10/28/12	Browns Football	12-8p		:30			NM	1	\$40,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$40,000.00												
Totals											39	\$111,350.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	27	\$87,100.00	\$74,035.00
10/29/12 - 10/30/12	12	\$24,250.00	\$20,612.50
Totals	39	\$111,350.00	\$94,647.50

Signature: _____ **Date:** _____

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JOSH MANDEL

8391355

[Signature]
10/12/13

Revision #: 0 Date: 10/23/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3053
Media: TV Description: OH US SEN JOSH MANDEL OCT 24-OCT 30
Product: GENERAL Flight Start Date: 10/24/12 5:00:00 AM
Market: Cleveland Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Days							Total Spots	
						Wed 10/24	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Mon 10/29	Tue 10/30		
WOIO-TV														
130	MTUWTHF 6:00a-7:00a ACTN NWS-MORN<	6	EM	\$150.00	\$127.50	30	1	1	1	0	0	1	1	5
131	MTUWTHF 7:00a-9:00a EARLY SHW2-CBS<	6	EM	\$100.00	\$85.00	30	1	1	0	0	0	0	0	2
132	Sa 9:00a-11:00a SAT ER SHW-CBS	9	WK	\$125.00	\$106.25	30	0	0	0	1	0	0	0	1
133	Su 9:00a-10:30a SUNDAY MRN-CBS	2	WK	\$2,000.00	\$1,700.00	30	0	0	0	0	1	0	0	1
134	Su 10:30a-11:00a FACE NATN-CBS	2	WK	\$3,000.00	\$2,550.00	30	0	0	0	0	1	0	0	1
135	MTUWTHF 12:00p-12:30p ACTN NWS-NOON<	9	DT	\$475.00	\$403.75	30	1	1	1	0	0	1	1	5
136	MTUWTHF 5:00p-6:00p ACTN NWS-5 PM<	2	EN	\$1,500.00	\$1,275.00	30	1	1	1	0	0	1	1	5
137	MTUWTHF 6:00p-6:30p ACTN NWS-SIX<	2	EN	\$2,500.00	\$2,125.00	30	1	1	1	0	0	1	1	5
138	MTUWTHF 7:00p-7:30p WHEEL	2	PA	\$4,500.00	\$3,825.00	30	1	1	0	0	0	1	1	4
139	MTUWTHF 7:30p-8:00p JEOPARDY	2	PA	\$5,000.00	\$4,250.00	30	0	0	1	0	0	0	0	1
140	MTUWTHF 11:00p-11:35p ACTN NWS-ELEVN<	2	LN	\$3,000.00	\$2,550.00	30	1	1	1	0	0	1	1	5



Summary by Station/System

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Market: Cleveland Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	39	\$111,350.00	100%	\$94,647.50	100%
Market Total:	39	\$111,350.00		\$94,647.50	